

# Knoxville open for business

Over the years, interest in Knoxville, Tennessee as a tourist and convention destination has grown dramatically. To better serve the increasing number of visitors and prepare for the future, Visit Knoxville needed to upgrade to a world-class communications system suitable for a world-class city.

## VISIT KNOXVILLE

<b>Industry</b>	<ul style="list-style-type: none"><li>• Tourism</li></ul>
<b>Customer</b>	<ul style="list-style-type: none"><li>• 30 employees in 1 location</li></ul>
<b>Challenges</b>	<ul style="list-style-type: none"><li>• Simpler moves, adds and changes</li><li>• Mobile access to voicemail</li><li>• Accommodate for new sites</li></ul>
<b>Solution</b>	<ul style="list-style-type: none"><li>• IP Simple with Allworx Connect™</li></ul>
<b>Results</b>	<ul style="list-style-type: none"><li>• Easier desk phone moves, adds, changes</li><li>• Faster customer responsiveness</li><li>• Future ready</li></ul>

## Dynamic communications for a dynamic team

As the public face of the Knoxville Convention and Visitor's Bureau, Visit Knoxville runs out of a tidy period building in the heart of old downtown. An agile team of just under 30 employees handles any and all tourism-related services—from offering advice to travelers who stop by their storefront for sightseeing information, to arranging accommodations for groups of 10 to 10,000.

Because of the dynamic nature of their business, it's common for staff at Visit Knoxville to change positions—and workspaces. For Laney Palmieri, Senior Director of Operations, moving desk phones felt like moving rocks. "We had a very, very outdated PBX system," Laney says. "I had to initiate a series of changes every time somebody re-located or changed titles. We needed to progress."

Additionally, Visit Knoxville's sales team had to dial into the office to check their voice messages. As anyone in sales knows, the longer the wait time between a contact and a callback, the cooler that lead becomes. The sales team needed their voicemail to be accessible from their inbox, so they would be able to be notified immediately of an awaiting voicemail.

With prior experience in purchasing and running communications systems, Laney knew something needed to be done. "I was shouting from the rooftops, 'we need to go Voice over IP!' So we went out and found Windstream."

## Have phone, will travel

Windstream introduced Visit Knoxville to IP Simple™ a converged voice and data solution that could meet their immediate needs for flexibility and mobile support while scaling to meet future growth goals.

Enabled by the Windstream-owned Allworx Connect family of VoIP communications systems, IP Simple delivered the features Laney needed. As the only network service provider that manufactures its own IP-based phone systems, Windstream IP Simple offers businesses a complete bundled solution of voice, data and equipment—all on one monthly bill.

Laney and the senior team from Visit Knoxville joined one of the demo sessions to get a feel for the solution. “The CTO, our president and myself were in one of the initial meetings to review the Allworx system on-site, just to make sure we understood it and to ask any last-minute questions,” says Laney.

What interested the team most was having the ability to plug-and-play desk sets within the Visit Knoxville offices. The Allworx management portal makes moving and assigning phones quick and painless. “I can manage all the phones from my desktop,” she observes. “I’m able to make changes very easily.”

For the sales force, receiving their voicemail messages while out of the office was essential. Allworx Reach put their voicemail—and all their other desk phone functions—on their mobile phones. “Voicemail coming through as an email file is a huge benefit,” says Laney. “Especially for the salespeople who go to trade shows.”

“Windstream has been great,” says Laney. “I appreciate them being open with me about what’s going on in their world and being responsive—the entire team, local people and support. I appreciate that so much.”

**Laney Palmieri**  
Senior Director of Operations,  
Visit Knoxville

Looking ahead, IP Simple will take an active role in bringing more travelers to Knoxville. Within the IP Simple solution, Windstream can set up comprehensive historical call activity reports with Allworx View™, allowing Laney to collect call data on their toll-free numbers to forward to her marketing agency for analysis and campaign planning.

Beyond that, Visit Knoxville is looking forward to expanding its operations beyond its current location. “Our company and our city are growing exponentially,” observes Laney. “We’re looking in the future to have some satellite visitor centers surrounding Knoxville,” says Laney. “When that happens, having the ability to integrate with phones offsite is going to be huge.” With features such as extension dialing, call transfer and call park across all sites—along with global voicemail, a global directory, and real-time presence—IP Simple is ready. And Windstream will be there to set it up.

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## Ready to greet even more visitors

Today, the Visit Knoxville team is already taking advantage of the new IP Simple solution. Salespeople can see their voicemails in their inboxes and respond to requests immediately—whether in the office or on the road. “I’d say that’s the biggest yay factor for the staff,” says Laney. “The popup they get in their emails makes for a fluid voicemail experience.”

# Packet Fusion

**Ellen Pensky**

*ellen@bumblebeemarketing.net*



Connecting the Dots to the Cloud